



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM
FEBRUARY/MARCH 2010
MEMORANDUM**

MARKS: 200

This memorandum consists of 15 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	C✓	LO 1 AS 12.1.2	(1)
	1.1.2	A✓	LO 1 AS 12.1.2	(1)
	1.1.3	A✓	LO 1 AS 12.3	(1)
	1.1.4	D✓	LO 1 AS 12.4.1	(1)
	1.1.5	B✓	LO 1 AS 12.1.1	(1)
	1.1.6	D✓	LO 4 AS 12.4.3	(1)
	1.1.7	B✓	LO 2 AS 12.2.4	(1)
	1.1.8	B✓	LO 4 AS 12.4.2	(1)
	1.1.9	A✓	LO 3 AS 12.3.1	(1)
	1.1.10	A✓	LO 3 AS 12.3.1	(1)
	1.1.11	D✓	LO 3 AS 12.3.1	(1)
	1.1.12	B✓	LO 3 AS 12.3.1	(1)
	1.1.13	C✓	LO 3 AS 12.3.1	(1)
	1.1.14	A✓	LO 3 AS 12.3.1	(1)
	1.1.15	B✓	LO 3 AS 12.3.1	(1)
	1.1.16	B✓	LO 3 AS 12.3.5	(1)
	1.1.17	B✓	LO 4 AS 12.4.1	(1)
	1.1.18	D✓	LO 4 AS 12.4.5	(1)
	1.1.19	A✓	LO 4 AS 12.4.5	(1)
	1.1.20	C✓	LO 4 AS 12.4.4	(1)
				(20)

1.2	1.2.1	World Health Organisation (WHO)✓	LO 3 AS 12.3.3	
	1.2.2	IDP✓ International Driver's Permit	LO 3 AS 12.3.3	
	1.2.3	Visa✓	LO 3 AS 12.3.3	
	1.2.4	Immunizations✓	LO 3 AS 12.3.3	
	1.2.5	Forex table ✓	LO 3 AS 12.3.3	(5)
1.3	1.3.1	G✓	LO 3 AS 12.3.3	
	1.3.2	E✓	LO 3 AS 12.3.3	
	1.3.3	B✓	LO 3 AS 12.3.3	
	1.3.4	A✓	LO 3 AS 12.3.3	
	1.3.5	C✓	LO 3 AS 12.3.3	(5)
1.4	1.4.1	Cholera✓	LO 3 AS 12.3.5	
	1.4.2	Euro✓	LO 3 AS 12.3.3	
	1.4.3	THETA✓	LO 1 AS 12.1.3	
	1.4.4	London✓	LO 3 AS 12.3.2	
	1.4.5	Gauteng✓	LO 3 AS 12.3.2	(5)
1.5	1.5.1	C✓	LO 2 AS 12.2.4	
	1.5.2	A✓	LO 2 AS 12.2.4	
	1.5.3	B✓	LO 2 AS 12.2.4	
	1.5.4	H✓	LO 2 AS 12.2.4	
	1.5.5	E✓	LO 2 AS 12.2.4	(5)
				[40]

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

- 2.1 2.1.1 GDP - Gross Domestic Product ✓ LO 1 AS 12.1.3 (1)
- 2.1.2 Tourism's contribution to the GDP: LO 1 AS 12.1.3 (4)
- Using tourism products and services results in the increase of taxes and levies which contribute to the GDP. ✓✓
 - It will set the multiplier effect into motion, creating job and entrepreneurial opportunities thereby improving the standards of living. ✓✓
 - Tourism to rural areas will increase and communities can share in the wealth normally only spent in urban areas.
 - Standards of living will be improved through money directly or indirectly earned by tourism.
 - Skills development can be encouraged
- 2.1.3 LO 1 AS 12.1.3 (2)
- If tourists receive excellent service...
 - they will feel special and this will result in repeat visitation ✓✓
 - tell their friends about the service they received, therefore encourage their friends to also visit the country
 - will probably choose the same product or service thus expanding the business
 - Foreign tourists have high expectations. By providing excellent customer care the expectations will be met and exceeded and hence increasing foreign arrivals.
- 2.1.4 **Draft National Service Excellence Strategy for Tourism in South Africa.** ✓ LO 1 AS 12.1.2 (6)
- This document aims to improve the delivery of service excellence in SA, so that this country becomes a destination of choice for all travellers. ✓
- The Tourism Satellite Account (TSA)** ✓
- This program aims to get / measure more accurate statistics on the economic impact of tourism. ✓
- Local Government Tourism Indaba** ✓
- This program aims to improve planning at local authority level, especially with regard to infrastructure. ✓
- Also: Tourism INDABA May 2009**
- INDABA's aim is to market and showcase the SA tourism industry to South Africans and the rest of the world.

- | | | | | |
|-----|-------|---|-------------------|-----|
| 2.2 | 2.2.1 | <ul style="list-style-type: none"> • SMME refers to Small, Medium and Micro Enterprises ✓ e.g. • Cultural villages ✓ • Township Tours • Taverns/Shebeens • Craft and curio sales • Craft manufacturing and sales | LO 1
AS 12.1.2 | (2) |
| | 2.2.2 | <ul style="list-style-type: none"> • The aim of TEP is to support, guide and assist small and medium enterprises in the tourism sector. ✓✓ • TEP also focuses on increasing the business activities of small businesses in tourism, which will lead to job creation, sustainability and transformation, the ultimate objectives of the new TEP. ✓✓ | LO 1
AS 12.1.2 | (4) |
| | 2.2.3 | <ul style="list-style-type: none"> • In order to understand the SMME market in tourism for 2010 – but also for beyond the event. ✓ • Use this information to develop strategies to improve the industry ✓ • TEP wanted to provide a credible source of information for all stakeholders to use. | LO 1
AS 12.1.2 | (2) |
| | 2.2.4 | <ul style="list-style-type: none"> • Cultural villages ✓ • Sports Venues/Performances ✓ | LO 1
AS 12.1.2 | (2) |
| | 2.2.5 | Craft manufacturing and sales ✓✓ | LO 1
AS 12.1.2 | (1) |
| | 2.2.6 | <ul style="list-style-type: none"> • Fair Trade in Tourism South Africa (FTTSA) ✓ • DEAT's Domestic Tourism Growth Strategy • DEAT's Community Tourism Road Shows • Tourism BEE Charter and scorecard • Tourism White Paper on the Promotion and Development of Tourism in South Africa. | LO 1
AS 12.1.2 | (1) |
| 2.3 | | <ul style="list-style-type: none"> • preferential procurement (companies seek to procure from suppliers with the best BEE credentials as possible) ✓✓ • enterprise development (black owned and empowered SMMEs are eligible) • access to government incentives and business support • development of the local tourist market • new business linkages • ownership and partnership opportunities • additional skills for the sector • new products and opportunities • increased innovation in enterprises and in the industry • access to international markets that require integrated experience | LO 1
AS 12.1.2 | (2) |

- 2.4 2.4.1
- At home ✓
 - locally
 - with VFRs
- LO 1
AS 12.1.3 (2)
- 2.4.2
- Tourists may decide to cancel their planned travel plans because of the high petrol price and this will impact negatively on all sector of the tourism industry. ✓
 - Suppliers to restaurants etc. have to increase their prices for deliveries and that will filter through to the consumer (tourist) ✓
 - Prices of flight tickets increase drastically, making air travel very expensive
 - Business travellers may reconsider overseas trips, resulting in cancellations of flights, accommodation, car hire, conferencing etc.
 - Due to higher expenses, tourists have chosen not to travel. The industry will lose business as there will be less tourists to consume their products and services.
 - Loss of profits can result in closure of some tourism businesses/ small businesses will not be able to sustain especially the ones offering specialised services- this will result in the destination offering limited products or services.
- LO 1
AS 12.1.3 (2)
- [31]**

QUESTION 3

- 3.1 3.1.1 Advertising
- It is important that the public may not be misleading or given incorrect information in any possible way. ✓✓
 - All forms of advertising must contain accurate, recent and current information.
- LO 1
AS 12.1.3 (2)
- 3.1.2 Transport
- Members must ensure that drivers have the required licences to transport tourists e.g. the PDP. ✓✓
 - Safe and roadworthy vehicles should be used from reputable tourism companies
 - There must be an ongoing testing to ensure safe driving is maintained.
 - There must be an ongoing maintenance of vehicles to ensure safety of tourists.
- (2)
- 3.2
- Curator ✓
 - Security personnel ✓
 - Cleaners ✓
 - Admin staff
 - Researchers
- LO 1
AS 12.1.3 (3)

3.3	Contract of employment ✓✓	LO 1 AS.12.1.3	(2)
			[9]

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

4.1	4.1.1	Department of Environmental Affairs and Tourism (DEAT) ✓	LO 2 AS.12.2.1	(1)
	4.1.2	It gives tourism practitioners guidance, direction and rules which must be followed to ensure responsible and sustainable tourism practices. ✓✓	LO 2 AS.12.2.1	(2)
	4.1.3	<ul style="list-style-type: none"> • <u>Economic - responsibility</u> means that any tourism business must ensure that their businesses generate economic gains for the locals , by : ✓✓ • job creation • sustainable development of small businesses • opportunities for the development of small businesses. • tourists are encouraged t buy locally-made goods and use locally provided services. • Encourage customers to spend money in the local economy by providing them with opportunities to purchase locally made goods. • Ensure communities are involved in and benefit from tourism. • <u>Social tourism businesses</u> must ensure that they contribute to the general well being and smooth functioning of the community by: ✓✓ • Provide support and advice to local enterprises and entrepreneurs • The locals are employed • The businesses show respect for human rights, culture and the environment and the environment • Involve local communities in planning and decision making • Respect social and cultural diversity • Help create staff and community awareness of health issues, such as HIV Aids • Contribute to the development of the local community • There is training and empowerment of staff • <u>Environmental</u> tourism businesses must ensure that during their operations and development the natural resources must be conserved and protected ✓✓ 	LO 2 AS.12.2.1	(6)

- Reduce environmental impacts when developing tourism
- Sustainable use of natural resources
- Being able to maintain biodiversity

NOTE: one mark allocated if only an example is given.

- | | | | |
|------------|---|-------------------|-------------|
| 4.1.4 | (a) The Imvelo Awards are awarded to tourism businesses that show their commitment to responsible tourism through their economic, social and environmental achievements ✓✓ | LO 2
AS.12.2.2 | (2) |
| | (b) ETEYA Awards are awarded to small tourism businesses that are able to growth and sustain their business. ✓✓ | | (2) |
| 4.1.5 | It guarantees fair wages and working conditions for small-scale producers. ✓✓
The product has been traded fairly. ✓✓
The locals are employed.
There is training and empowerment of staff
The profits are used for the promotion and development of local tourism attractions
The businesses show respect for human rights, culture and the environment | LO 2
AS.12.2.3 | (4) |
| | | | [17] |
| 4.2 | 4.2.1 Burning of fossil fuel through the use of cars. ✓✓ | LO 2
AS.12.2.2 | (2) |
| | 4.2.2 Kyoto Protocol ✓✓ | LO 2
AS.12.2.2 | (2) |
| | 4.2.3 (a) No ✓ / Yes | LO 2
AS.12.2.2 | (1) |
| | (b) <ul style="list-style-type: none"> • No • Countries such as Australia and the USA are highly industrialised and are big time polluters. They are not prepared to sign the Kyoto Protocol ✓ because they felt that the agreement was flawed and insisted that it would be too costly to implement. This means that they are making little or no attempt to reduce the greenhouse emissions. ✓ • Yes • Many countries across the world did the sign the protocol and this has highlighted the effects of greenhouse emissions, drawing attention to and putting pressure on countries to reduce greenhouse emissions. • Although USA and Australia did not sign Kyoto Protocol, they do have their own policies on the reduction of greenhouse | | (2) |

emissions.

4.2.4 (a) US Dollar ✓ LO 3 AS.11.3.5 (1)

(b) LO 3 AS.11.3.5 (2)

- The locals prefer the dollars because they get more local currency when exchanged with the US dollar. ✓✓
- The US Dollar is the most popular currency for trade with other countries
- The government will also encourage the circulation of the US dollars in the country; this in turn will boost the economy of the country.
- The US dollar is worth far more than the local currency.

4.2.5 (a) Reduce carbon emissions/ greenhouse gases/prevent global warming ✓ (1)

(b) Tourists would be encouraged to use or hire small cars which will burn less petrol and hence burn less fossil fuel. One of the biggest contributions that humans are making to the rise in atmospheric levels of CO₂ is the burning of fossil fuels. ✓✓ (6)

- Ecotourists must support the SADC countries and attractions that are environmentally responsible. ✓✓
- Tourists would be encouraged to use public transportation; thereby reducing greenhouse emissions ✓✓ in turn will lead to improvement and development of the infrastructure of the countries
- Practicing responsible tourism in nature based tourism environments.

[34]**QUESTION 5**

- 5.1 5.1.1 • Archbishop Desmond Tutu referred to South Africa as a 'rainbow nation' which has now become a popular term to describe South Africa as a culturally diverse country, ✓✓ LO 2 AS.12.2.4 (2)
- with one nation made of many people,
 - speaking a range of different languages,
 - who pray to different gods,
 - have extremely diverse origins and follow many different customs.

- 5.1.2 By marketing South Africa as a 'rainbow nation', tourists will be aware of the variety of unique and diverse cultural experiences in the different provinces. ✓✓ LO 2
AS.12.2.4 (4)

The preservation of knowledge about these cultures ✓✓ as well as retaining cultural relics are of great value in marketing South Africa as a tourism destination.

Promoting the country as a rainbow nation highlights South Africa and one of the most successful democracies on the African continent where freedom of worship is guaranteed by the constitution, and official policy is one of non-interference in religious practices.

[6]

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

- 6.1 6.1.1 It indicates that South Africa follows only 1 time zone while the United States of America has 4 time zones ✓✓ LO 3
AS.12.3.1 (2)

- 6.1.2 JHB +2GMT 20:00 LO 3
AS.12.3.1 (5)
+2GMT – 0GMT
= 2hrs. ✓
Therefore London is 2 hours behind S A

= 20:00 – 2 hours
18:00 ✓ + 12 hours flying time
= 06:00
06:00 ✓ + 1 hour DST
= 07:00 ✓ 31/05/09 ✓

OR

07:00 ✓✓✓✓ 31 May 09 ✓

- 6.1.3 Perth +8GMT : Sydney +10GMT LO 3
AS.12.3.1 (3)
Time difference +8 - +10 = 2 hours. ✓

Therefore Sydney it is 2 hours ahead of Perth.
17:00 + 2 hours ✓
= 19:00 ✓

- 6.1.4
 - It is the beginning of long hours of daylight ✓✓
 - To be in line with countries in the Southern hemisphere that practice Daylight Saving Time e.g. NamibiaLO 3
AS.12.3.1 (2)

- | | | | | |
|-----|-------|---|-------------------|-----|
| 6.2 | 6.2.1 | (a) Safety <ul style="list-style-type: none"> • stay away from secluded areas/ or be groups ✓✓ • be streetwise, do not carry valuables • research safety tips regarding destination (b) Health <ul style="list-style-type: none"> • drink bottled water ✓✓ • research health hazards of the country and take the necessary precautions • be careful when consuming food that is uncooked • use sun protection • take note of diseases such as malaria, cholera, bilharzias, HIV, yellow fever | LO 3
AS.12.3.3 | (2) |
| | 6.2.2 | <ul style="list-style-type: none"> • Safeguarding tourists to problems relating to theft of valuable materials. ✓✓ • Safeguarding tourists to problems relating to health. • To make the tourist's trip to be as problem-free as possible. • To cover unforeseen eventualities. • To ensure that medical expenses of a tourist during a trip can be met. | | (2) |
| 6.3 | 6.3.1 | Foreign markets are visitors or potential visitors from outside the international boundaries of a given country. ✓✓ | LO 3
AS.12.3.4 | (2) |
| | 6.3.2 | (a) Africa ✓✓

(b) SA Tourism must change their marketing strategies to this region, for example. ✓✓ <ul style="list-style-type: none"> • Taking some of the tourism products to this market • Making tourism products for this region to be cheaper as compared to other markets. | LO 3
AS.12.3.4 | (4) |
| | 6.3.3 | <ul style="list-style-type: none"> • Increased continued and improved advertising in these countries in order to maintain their existing purchasing powers of these tourists. ✓✓ • Creating value for money packages that will stimulate current tourists to visit South Africa often. • Stimulating current tourists to visit South Africa for new purposes. • To allocate the majority of marketing efforts to this market. • To offer certain incentives for this market. | LO 3
AS.12.3.4 | (2) |

- 6.4 6.4.1
- The price of one currency expressed in terms of units of another currency. ✓✓
 - The value of one currency compared with another.
 - Mechanism used to convert one foreign currency into another
 - The amount of one currency that you can buy with another currency
- LO 3 AS.12.3.5 (2)
- 6.4.2
- The Rand was relatively stronger in February 2008 as compared to the British Pound than in October 2008. ✓✓
 - The exchange rate was more favourable to the South African Rand in February 2008.
 - The exchange rate was £1 = R7.53 in February 2008 while in October it was £1 = R15.32
- LO 3 AS.12.3.5 (2)
- 6.4.3
- The British Pound was relatively stronger in October 2008 as compared to the South African Rand than in February 2008 meaning that South Africa would have been a good value for money destination/more spending power ✓✓
 - The exchange rate was more favourable to the British Pound in October 2008.
 - The exchange rate was £1 = R15.32 in October 2008 while in February it was £1 = R7.53
 - Any reasonable explanation showing that the Rand was weak
- LO 3 AS.12.3.5 (2)
- 6.4.4 (a) £800.00 x 12.01 = R9608.00 ✓✓
- LO 3 AS.12.3.5 (2)
- (b) £800.00 x 14.50 = R 11 600 ✓✓
- (2)
- (c) Family 2 ✓ paid fewer amounts in British Pounds because of the exchange rate that was favourable to the British Pounds at that time as compared to the South African Rand. ✓
- (2)
- OR
- Family 2 saved about £142.49 while Family 1 had to add £32.64 to the money won for their South African tour.
- 6.5 6.5.1 It is a global event because it is going to attract people from all over the world. ✓✓
- LO 3 AS.12.3.6 (2)
- It is an event that attracts international communities and participation.

- 6.5.2 (a) Infrastructure LO 3 AS.12.3.6 (4)
- Building of new stadiums✓✓
 - Improvement of roads and railway lines✓✓
 - Building of attractions
 - Building of accommodation areas.
- (b) South African Economy (4)
- Increase in growth domestic Product✓✓
 - More job opportunities✓✓
 - R21.3 billion into South Africa's economy
 - R12.7 billion in direct spending
 - 159 000 new jobs
 - Increase in income salary
- 6.5.3 • It will improve the reputation of our country internationally ✓✓ LO 3 AS.12.3.6 (2)
- It will give the country a positive image.
 - It will also change negative perceptions into positive experiences.

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

- 7.1 7.1.1 Netherlands✓✓ LO 4 AS.12.4.1 (2)
- 7.1.2 Lesotho✓ LO 4 AS.12.4.1 (3)
- Work✓✓
shopping
business
VFR
health
- 7.1.3 • Research information on their meal preferences✓✓ (non pork eaters/no alcohol, non alcoholic products) LO 4 AS.12.4.1 (4)
- Language spoken is mainly Arabic✓✓, ensure that the language requirements are met when they visit the country through dictionaries/ interpreters
 - Design packages that would appeal to their tastes e.g. visits to mosques in South Africa.
- 7.2 7.2.1 Mr Radebe had to reschedule all the meetings for that day with lots of different people. ✓✓ LO 4 AS.12.4.2 (2)

- 7.2.2 • They did not charge them for that day's service (Worldleisure Investments did not have to pay)✓✓
• They offered a complimentary taxi service for one full day to Worldleisure Investments. LO 4 AS.12.4.3 (2)
- 7.2.3 • Because they have to try to keep that company from taking their business elsewhere✓✓
• To restore the good image of the company
• To use as part of marketing LO 4 AS.12.4.3 (2)
- 7.2.4 • He needs to get a written or verbal warning ✓✓
• He needs more supervision from a responsible person
• He needs to be re-trained in excellent customer service delivery. LO 4 AS.12.4.3 (2)
- 7.3 Customer Satisfaction Survey can help a business to: LO 4 AS.12.4.2 (4)
- deliver consistent service ✓✓
 - deliver exceptional service ✓✓
 - build trust with your customer
 - be professional
 - be reliable
 - be knowledgeable
 - be efficient
- [21]**

QUESTION 8

- 8.1 8.1.1 Yes or No✓ (1)
- 8.1.2 Yes (4)
- Clients do not have to make use of the services of a travel consultant to do bookings. They can use the internet if they are not concerned about service delivery.✓✓
- Clients do not have to leave their homes/offices to find information, make bookings or apply for travel documents. They can do of this in the comfort of their own homes/offices.✓✓
 - Clients are not restricted to business hours to make bookings etc. The internet gives them 24 hour freedom to do this whenever they have time.
 - Clients have unlimited access to information on a large variety of destinations and services.

OR

No

- There are still many tourists who prefer someone else to do their travel arrangements for them. It is all about SERVICE delivery.
- People will go back to the travel agents if the service they received was excellent and the consultant was willing to go the extra mile to deliver the best possible service.
- There are usually special travel offers that are only made available to travel agents.
- Big companies still use travel agents for all their travel arrangements to prevent working hours being wasted on surfing the Net for special deals.
- Group discounts are only available through travel agents.
- Some people do not have the time to surf the Net, it is more convenient to have someone else to do it for them.

Certain travel agents only specialise in certain type of travel that cannot be accessed on the net.

8.2

- When people understand what the goal or objective is, they can get on with the tasks that need to be done and not waste time in confusion and unnecessary work because of unclear expectations. ✓✓
- The team works faster and more efficiently. ✓✓
- Creating better outcomes which will improve service delivery.
- When teams work well, customers can feel it - provides value to the customer

LO 4 (4)
AS.12.4.4

[9]

TOTAL SECTION E: 30

GRAND TOTAL: 200